



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

National Media Inc
815 Slaters Lane
Alexandria, VA 22314

Contract # 193400

Schedule Dates 08/11/12-08/17/12
Advertiser Republican National Committee (10079)
Agency/T-Code National Media Inc (1296)/ELECTRONIC
Product Political-Political (1088)
Brand Est. 2994 Aug 11-17 (70786)
Salesperson Monares, Barbara (1108)
Sales Office WJLA - Core Team
Buyer Name MORRIS, MICHELLE
Phone/Fax /
CPE RNC/446 - VA/2994 RNC 8/11-8/17
Account Types Local/Political Issue Agency
Billing Type Standard
Comments Est. 2994 8/11-8/17 RNC

Date Entered 08/10/12
Last Modified 08/10/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,855.00
Net Total \$89,845.00
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Aug. 2012
Spots 90
Rate \$105,700.00
Grand Total: 90 \$105,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/11/12-08/11/12	2	:30	10P-ABC-CASTLE							2		2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		8/10/12
2.0	Normal Line / SPOT	08/11/12-08/11/12	2	:30	11P-NEWS-ABC 7 NEWS @ 11P							2		2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		8/10/12
3.0	Normal Line / SPOT	08/11/12-08/11/12	2	:30	7:57P-ABC-THE WONDERFUL WORLD OF DISNEY							2		2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		8/10/12
4.0	Normal Line / SPOT	08/11/12-08/11/12	2	:30	6P-NEWS-ABC 7 NEWS @ 6P SAT							1		1	\$750.00	\$750.00	WJLA Arlington (WJLA)		8/10/12
5.0	Normal Line / SPOT	08/12/12-08/12/12	2	:30	6:30P-NEWS-ABC 7 NEWS @ 630P							1		1	\$750.00	\$750.00	WJLA Arlington (WJLA)		8/10/12
6.0	Normal Line / SPOT	08/12/12-08/12/12	2	:30	6P-ABC-ABC WORLD NEWS TONIGHT							1		1	\$750.00	\$750.00	WJLA Arlington (WJLA)		8/10/12
7.0	Normal Line / SPOT	08/12/12-08/12/12	2	:30	11P-NEWS-ABC 7 NEWS @ 11P							2		2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		8/10/12
8.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	12:02A-ABC-JIMMY KIMMEL		2	2	2	2	2			10	\$400.00	\$4,000.00	WJLA Arlington (WJLA)		8/10/12
9.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	49886-ABC-ABC NIGHTLINE		1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		8/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Phone/Fax /
CPE RNC/446 - VA/2994 RNC 8/11-8/17
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Billing Type Standard
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Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
 Aug. 2012
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Rate \$105,700.00
Grand Total: 90 \$105,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	2038- NEWS-ABC 7 NEWS @ 11P	1	1	1	1	1	1			5	\$2,400.00	\$12,000.00	WJLA Arlington (WJLA)		8/10/12
11.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	7:27P- JEOPARDY	1	1	1	1	1	1			5	\$2,800.00	\$14,000.00	WJLA Arlington (WJLA)		8/10/12
12.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	6:58P- WHEEL OF FORTUNE	1	1	1	1	1	1			5	\$2,400.00	\$12,000.00	WJLA Arlington (WJLA)		8/10/12
13.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1	1	1	1	1			5	\$1,200.00	\$6,000.00	WJLA Arlington (WJLA)		8/10/12
14.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	2	2	2	2	2	2			10	\$700.00	\$7,000.00	WJLA Arlington (WJLA)		8/10/12
15.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	9A- LIVE!	2	2	2	2	2	2			10	\$600.00	\$6,000.00	WJLA Arlington (WJLA)		8/10/12
16.0	Normal Line / SPOT	08/13/12-08/16/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA	2	2	2	2	2				8	\$950.00	\$7,600.00	WJLA Arlington (WJLA)		8/10/12
17.0	Normal Line / SPOT	08/17/12-08/17/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA							2		2	\$950.00	\$1,900.00	WJLA Arlington (WJLA)		8/10/12
18.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	6A- NEWS-GOOD MORNING WASHINGTON @ 6A	2	2	2	2	2	2			10	\$450.00	\$4,500.00	WJLA Arlington (WJLA)		8/10/12
19.0	Normal Line / SPOT	08/17/12-08/17/12	2	:30	7:57P- ABC-SHARK TANK							1		1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		8/10/12
20.0	Normal Line / SPOT	08/17/12-08/17/12	2	:30	9-10P- ABC-20/20							2		2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		8/10/12

CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

Comments:



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Advertiser	Republican National Committee (10079)	Last Modified	08/10/12
Agency/T-Code	National Media Inc (1296)/ELECTRONIC	Entered By	Susan Petro
Product	Political-Political (1088)	CO-OP	No
Brand	Est 2994 Aug 11-17 (70786)	Headline #	
Salesperson	Monares, Barbara (1108)	Demo	
Sales Office	WJLA - Core Team	Order Type	Normal
Buyer Name	MORRIS, MICHELLE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	RNC/446 - VA/2994 RNC 8/11-8/17	Commission	\$15,855.00
Account Types	Local/Political Issue Agency	Net Total	\$89,845.00
Billing Type	Standard	Sales Tax	
Comments	Est. 2994 8/11-8/17 RNC		

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Aug. 2012	90	\$105,700.00
Grand Total:	90	\$105,700.00

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.0	Normal Line / SPOT	08/11/12-08/11/12	2	:30	6:28P- 6:30P (EST)							1		1	\$750.00	\$750.00	WJLA Arlington (WJLA)		8/10/12
Accepted-Agency/Advertiser: _____ Date: _____																			
Accepted-Station: _____ Date: _____																			
Comments: _____																			

193400 ✓

New Order

Agency: National Media Research Planning & Station: WJLA-TV
Office: Alexandria
Client: 20 - RNC
Product: 446 - VA
Piggyback Product:
Estimate: 2994 - TV Aug 11 - 17
Primary Demo: A35-64
Demo 2:
Demo 3:
GRP: 117.20
CPP: \$901.88
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Order Type: Normal
Cancel Date:
Billing Cycle: Monthly
Billing Calendar: Broadcast
Received in ePort: 8/9/2012 4:12:39 PM

Local/National: Local
Rep Office: WJLA-TV
AE: Barbara Monares
Phone:
OrderID: 2245376
Status: New

Flight Start: 08/11/2012
Flight End: 08/17/2012
Hiatus:

Airtime Dollars: \$105,700.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$105,700.00
Total Spots: 90

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/11	8/12	8/13	8/14	8/15	8/16	8/17	Total Spots	Rtg	CPP	Imp	CPM
18	Su 6P-7P ABC7 NW AT 630	EN	\$750.00	C	30	0	2	0	0	0	0	0	2	1.00	\$750.00	0	\$0.00
17	Su 11P-12A ABC7 NWS AT 11	LN	\$1,400.00	C	30	0	2	0	0	0	0	0	2	1.50	\$933.33	0	\$0.00
16	Sa 11P-12A ABC7 NWS AT 11	LN	\$1,200.00	C	30	2	0	0	0	0	0	0	2	1.30	\$923.08	0	\$0.00
15	Sa 10P-11P CASTLE	PT	\$1,500.00	C	30	2	0	0	0	0	0	0	2	1.00	\$1,500.00	0	\$0.00
14	Sa 8P-10P ABC SAT MOVIE	PT	\$1,500.00	C	30	2	0	0	0	0	0	0	2	1.00	\$1,500.00	0	\$0.00
13	Sa 6P-7P ABC-NWS SAT	EN	\$750.00	C	30	2	0	0	0	0	0	0	2	1.00	\$750.00	0	\$0.00
12	F 9P-11P 20/20	PT	\$4,000.00	C	30	0	0	0	0	0	0	2	2	1.80	\$2,222.22	0	\$0.00
11	F 8P-9P SHARK TANK-ABC	PT	\$3,500.00	C	30	0	0	0	0	0	0	1	1	1.50	\$2,333.33	0	\$0.00
10	MTuWThF 12:05A-1:05A J KIMMEL-ABC<	LF	\$400.00	C	30	0	2	2	2	2	2	2	10	0.70	\$571.43	0	\$0.00
9	MTuWThF 11:35P-12:05A ABC-NITELINE<	LF	\$1,000.00	C	30	0	0	1	1	1	1	1	5	1.00	\$1,000.00	0	\$0.00

New Order (Page 2)

Agency:

National Media Research Planning & Placement, LLC.

Station: WJLA-TV

Order ID: 2245376

Client:

20 - RNC

Product:

446 - VA

Estimate:

2994 - TV Aug 11 - 17

Flight Start:

08/11/2012

Flight End:

08/17/2012

Received in ePort:

8/9/2012 4:12:39 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/11	8/12	8/13	8/14	8/15	8/16	8/17	Total Spots	Rtg	CPP	Imp	CPM
8	MTuWThF 11P-11:35P ABC7 NWS AT 11<8P	LN	\$2,400.00	C	30	0	0	1	1	1	1	1	5	2.50	\$960.00	0	\$0.00
7	MTuWThF 7:30P-8P JEOPARDY	PA	\$2,800.00	C	30	0	0	1	1	1	1	1	5	2.50	\$1,120.00	0	\$0.00
6	MTuWThF 7P-7:30P WHEEL-FORTNE	PA	\$2,400.00	C	30	0	0	1	1	1	1	1	5	2.00	\$1,200.00	0	\$0.00
5	MTuWThF 6P-6:30P ABC7 NWS AT 6	EN	\$1,200.00	C	30	0	0	1	1	1	1	1	5	1.30	\$923.08	0	\$0.00
4	MTuWThF 5P-6P ABC7 NWS AT 5	EN	\$700.00	C	30	0	0	1	2	2	2	2	10	1.10	\$636.36	0	\$0.00
3	MTuWThF 9A-10A LIVE WITH KELLY	DT	\$600.00	C	30	0	0	2	2	2	2	2	10	1.20	\$500.00	0	\$0.00
2	MTuWThF 7A-9A GD MRN AMR-ABC	EM	\$950.00	C	30	0	0	2	2	2	2	2	10	1.50	\$633.33	0	\$0.00
1	MTuWThF 6A-7A GOOD-WASH 600A	EM	\$450.00	C	30	0	0	2	2	2	2	2	10	0.70	\$642.86	0	\$0.00
Total Spots:						8	4	15	15	15	15	18	90				
Total GRP:						8.6	5.0	19.7	19.7	19.7	19.7	24.8	117.2				
Cash\$ - Spots: \$105,700.00 - 90						Trade\$ - Spots: \$0.00 - 0						Total Cost: \$105,700.00		Total CPP/CPM: \$901.88			